



**PATENT**  
Docket No. 10551/321

**IN THE UNITED STATES PATENT AND TRADEMARK OFFICE**

APPLICANTS : Ronald D. BLUM et al.  
SERIAL NO. : 10/074,026  
FILED : February 14, 2002  
FOR : FLOOR MAT WITH VOICE-RESPONSIVE DISPLAY  
GROUP ART UNIT : 2641

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**SUPPLEMENTAL INFORMATION DISCLOSURE STATEMENT**  
**UNDER 37 C.F.R. § 1.97 & § 1.98**

S I R:

This submission supersedes and replaces the Information Disclosure Statement filed July 21, 2003.

In conformance with Applicants' duty of disclosure under 37 C.F.R. § 1.56, the references listed on the attached form PTO-1449 are hereby brought to the Examiner's attention. Because the references are being submitted before the mailing of a first Office Action, no fee is owing. 37 C.F.R. § 1.97(b)(3).

Those references cited herein but for which copies have not been provided have already been considered in related U.S. Patent Application Nos. 09/553,234, 09/418,752, or 09/304,051, which are relied on for an earlier effective filing date under 35 U.S.C. 120. See 37 CFR 1.98(d)(1).

It is respectfully requested that the information be expressly considered during the prosecution of this application, and that the references be made of record therein and appear in the "references cited" on any patent to issue therefrom.

Respectfully submitted,

Date: *AUGUST 5, 2003*

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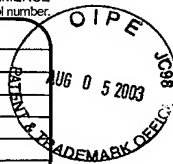
## INFORMATION DISCLOSURE STATEMENT BY APPLICANT

(use as many sheets as necessary)

Sheet 1 of 2

### Complete If Known

Application Number	10/074,026
Filing Date	February 14, 2002
First Named Inventor	Ronald D. Blum, et al.
Art Unit	2641
Examiner Name	Unassigned
Attorney Docket Number	10551/321



### U.S. PATENT DOCUMENTS

Examiner Initials *	Cite No. <sup>1</sup>	Document Number	Publication Date MM-DD-YYYY	Name of Patentee or Applicant of Cited Document	Pages, Columns, Lines, Where Relevant Passages or Relevant Figures Appear
		Number - Kind Code <sup>2</sup> (if known)			
		US-3,916,401	10/1975	Freeman	
		US- 5,161,041	11/1992	Abileah, et al.	
		US- 5,848,830	12/1998	Castle, et al.	
		US- 5,886,474	3/1999	Asai, et al.	
		US- 6,010,429	1/2000	Prueitt	
		US-6,084,526	7/2000	Blotky et al.	
		US-6,219,876 B1	4/2001	Blum	
		US-6,233,776 B1	5/2001	Blum, et al.	
		US-6,417,778 B2	7/2002	Blum, et al.	
		US-6,353,291 B1	3/2002	Borgogno, et al.	
		US-6,507,285 B2	1/2003	Blum, et al.	
		US-2001/0011399	08/2001	Blum, et al.	
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### FOREIGN PATENT DOCUMENTS

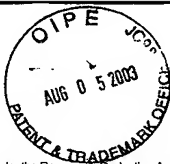
Examiner Initials *	Cite No. <sup>1</sup>	Foreign Patent Document	Publication Date MM-DD-YYYY	Name of Patentee or Applicant of Cited Document	Pages, Columns, Lines, Where Relevant Passages or Relevant Figures Appear	T <sup>6</sup>
		Country Code <sup>3</sup> - Number <sup>4</sup> - Kind Code <sup>5</sup> (if known)				
		EP 0 354 281	2/1990			
		EP 0 359 478 A2	3/1990			
		EP 0 374 860	6/1990			
		WO 01/27909 A1	4/2001			
		WO 01/77746 A1	10/2001			
		DE 3147113 A1				
		(JP) Kokai Patent Application No. 2000-105558	4/11/2000			

Examiner  
Signature

Date  
Considered

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This collection of information is required by 37 CFR 1.97 and 1.98. The information is required to obtain or retain a benefit by the public which is to file (and by the USPTO to process) an application. Confidentiality is governed by 35 U.S.C. 122 and 37 CFR 1.14. This collection is estimated to take 2 hours to complete, including gathering, preparing, and submitting the completed application form to the USPTO. Time will vary depending upon the individual case. Any comments on the amount of time you require to complete this form and/or suggestions for reducing this burden, should be sent to the Chief Information Officer, U.S. Patent and Trademark Office, U.S. Department of Commerce, P.O. Box 1450, Alexandria, VA 22313-1450. DO NOT SEND FEES OR COMPLETED FORMS TO THIS ADDRESS. SEND TO: Commissioner for Patents, P.O. Box 1450, Alexandria, VA 22313-1450.



PTO/SB/08b(05-03)

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**INFORMATION DISCLOSURE  
STATEMENT BY APPLICANT**

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Sheet 2 of 2

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Technology Center 2600**OTHER PRIOR ART -- NON PATENT LITERATURE DOCUMENTS**

Examiner Initials *	Cite No. <sup>1</sup>	Include name of the author (in CAPITAL LETTERS), title of the article (when appropriate), title of the item (book, magazine, journal, serial, symposium, catalog, etc.), date, page(s), volume-issue number(s), publisher, city and/or country where published.	T <sup>2</sup>
		MMR Journal, "Floor Decals New Wrinkle in P-O-P Ads", Vol. 16, No. 10, p.13, Apr. 5, 1999, USA	
		Philadelphia Enquirer, "Cherry Hill, N.J. Firm Wants You To Look Down On Its Ads", Regional Newspaper, Aug. 27, 1998, USA	
		"Floor Graphics" advertisements, copyright 2002	
		U.K. Patent Office Search report dated May 28, 2003	

Examiner Signature		Date Considered	
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